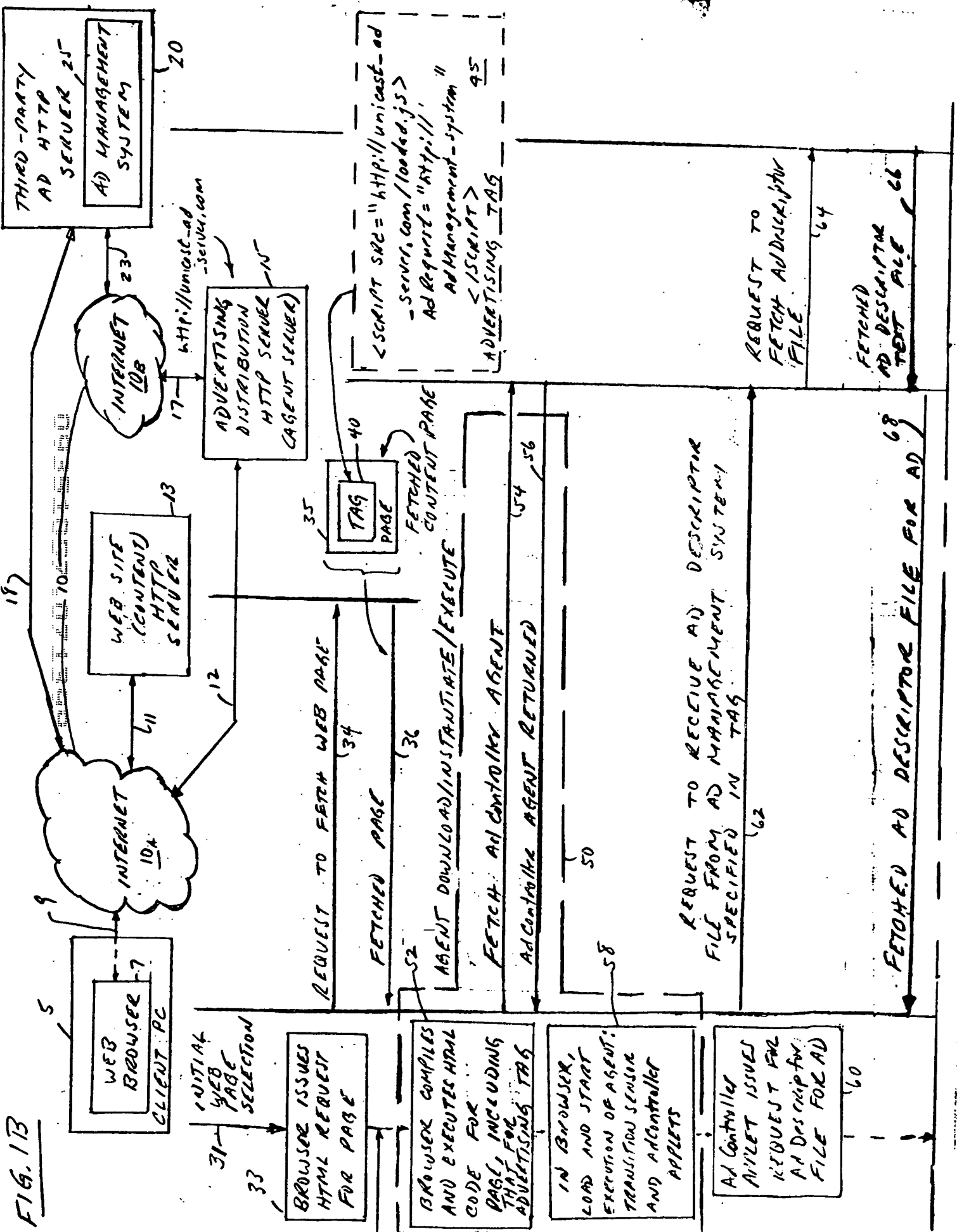


FIG. 1B



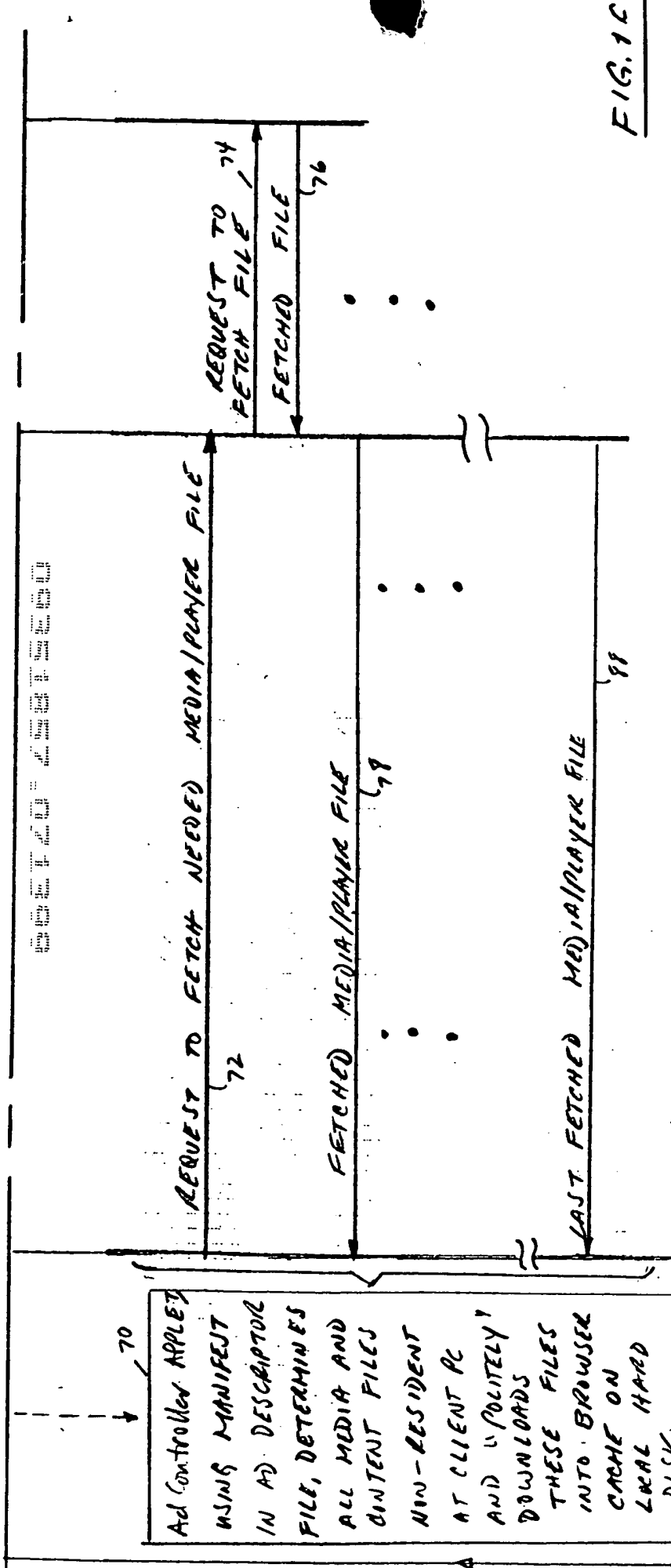


FIG. 1C

TRANSITION SENSOR APPLET MONITORS USER CLICK-STREAM; AFTER ALL MEDIA/PLAYER FILES HAVE BEEN DOWNLOADED TO BROWSER DISK CACHE, TRANSITION SENSOR APPLET INITIATES INTERSTITIAL PLAY OF ADVERTISEMENT FROM BROWSER DISK CACHE IN RESPONSE TO USER INITIATED EVENT (E.G. MOUSE CLICK) TO TRANSITION TO NEXT SUCCESSIVE WEB PAGE; AND BROWSER ISSUES HTML REQUEST TO DOWNLOAD NEXT SUCCESSIVE WEB PAGE

FIG. 1A

FIG. 1B
FIG. 1C

FIG. 1A

FIG. 3E

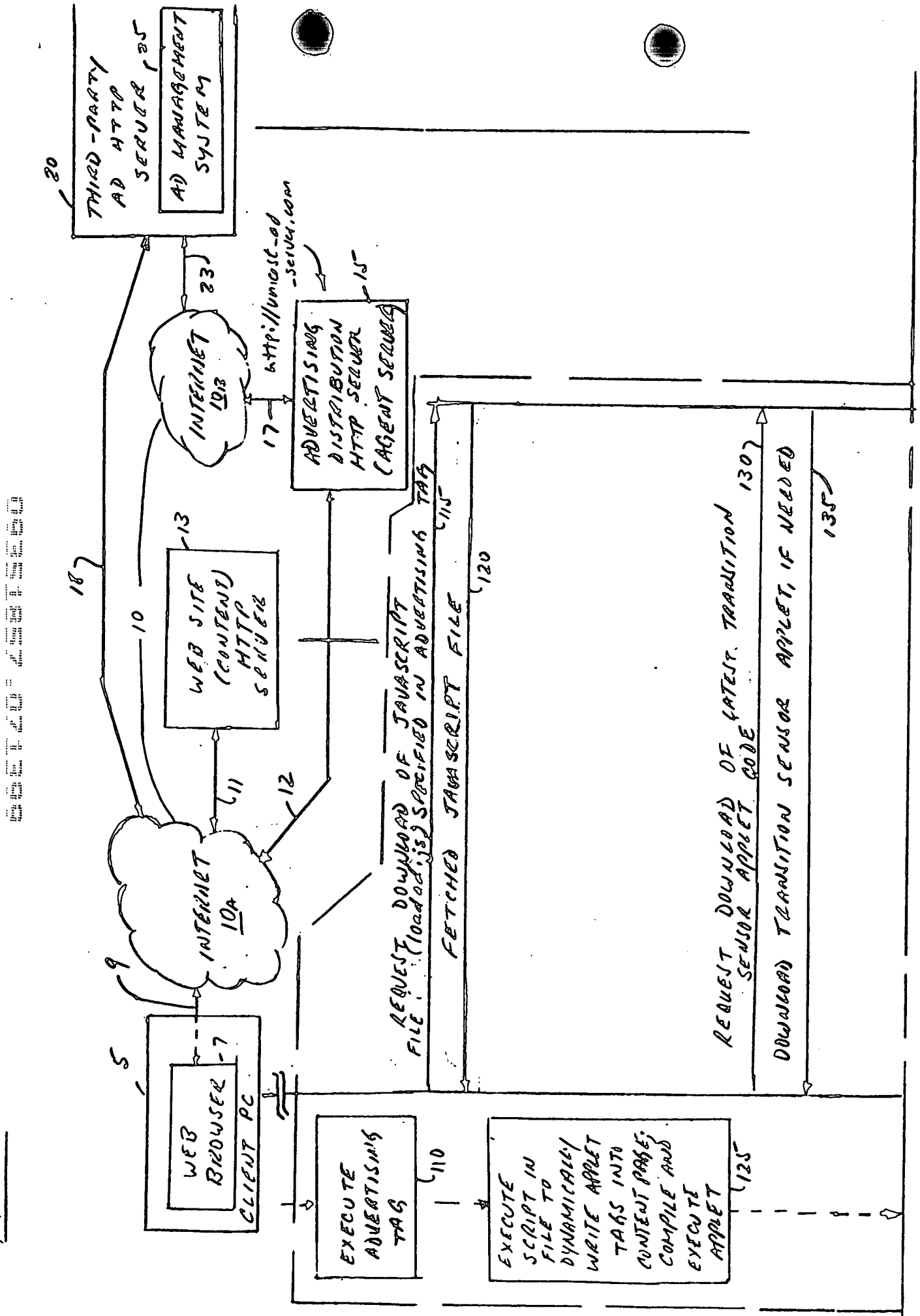
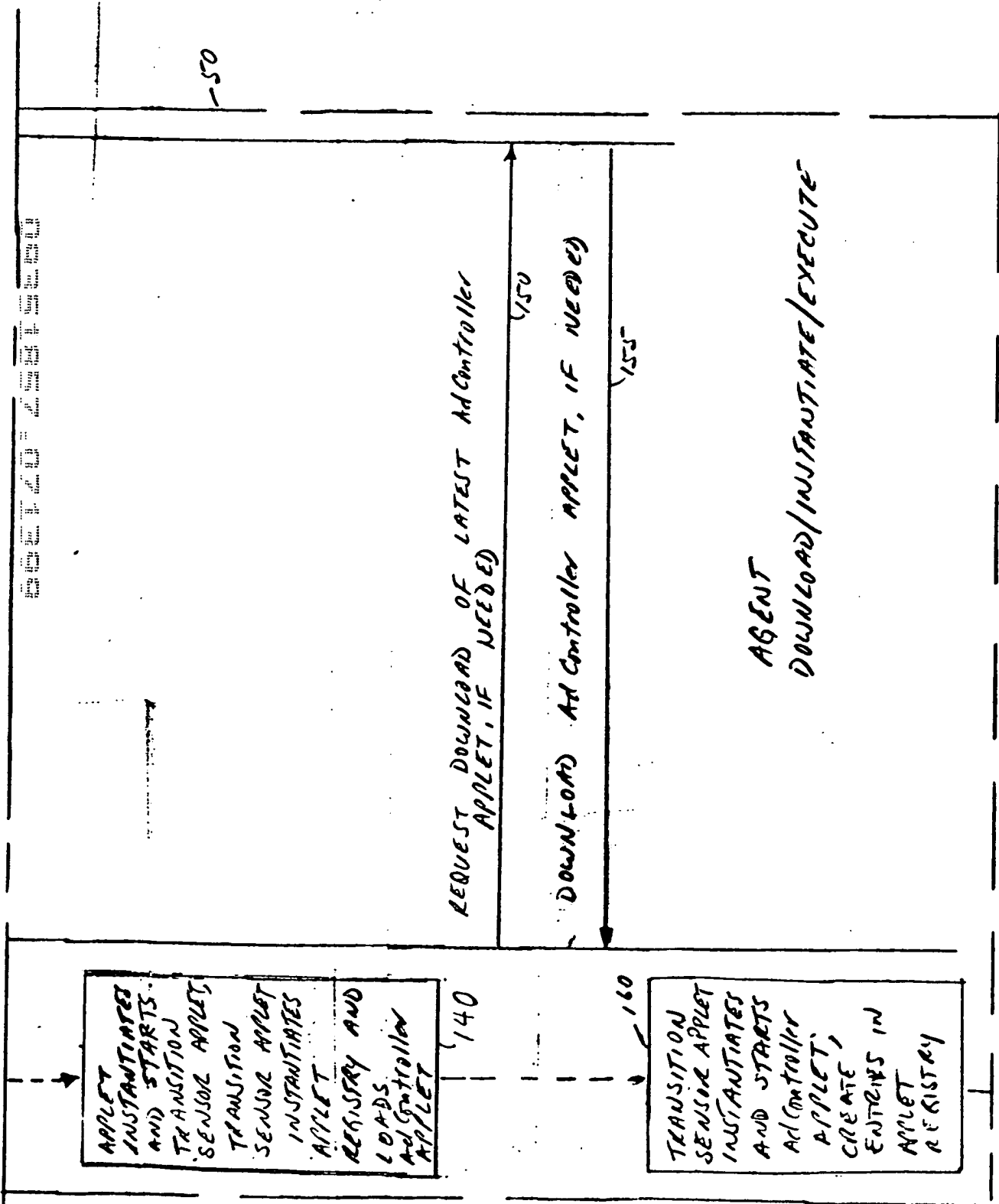


FIG. 1F

FIG. 1D

FIG. 1E

FIG. 1F



AGENT  
DOWNLOAD/INSTITUTE/EXECUTE

REFERRING CONTENT PAGE

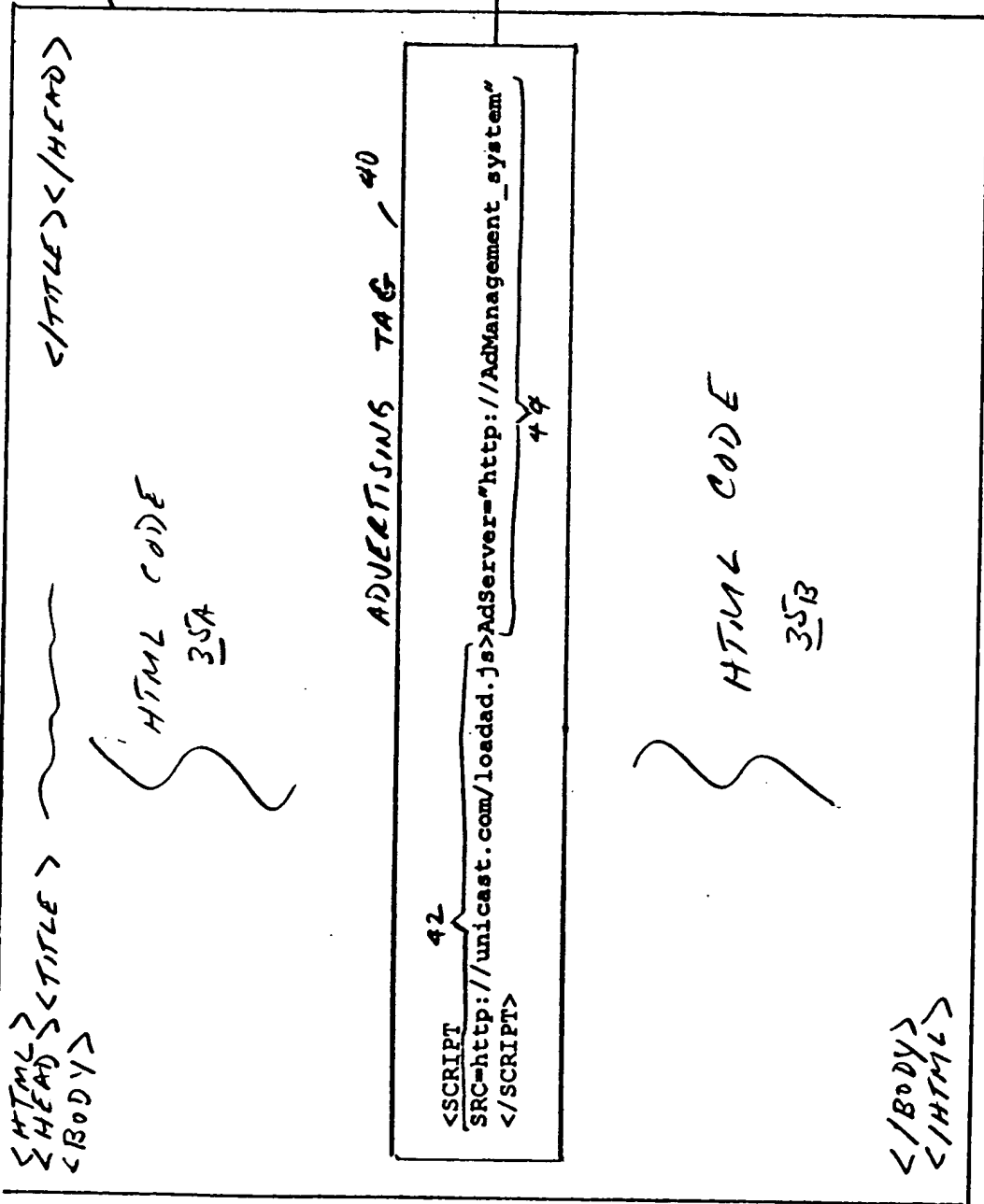


FIG. 2

FIG. 2A	FIG. 2B
---------	---------

<HTML>  
<HEAD>  
<BODY>

<TITLE>  
</TITLE>  
</HEAD>

HTML CODE

35A

TRANSITION SENSOR APPLET 210

```
<applet code="com.unicast.adcontroller.tools.TransitionSensor"
codebase="http://www.unicast.com/java/classes/"
align="baseline" width="2" height="0" name="TransitionSensor"
archive="adcontroller.jar">
<param name="adURL"
value="http://www.unicast.com/media/fireworks_01_ad_descriptor.txt">
<param name="cabbase" value="adcontroller.cab">
</applet>
```

HTML CODE

35B

</BODY>  
</HTML>

300

SCRIPT  
(100adad.js)  
DOWNLOADED  
(FROM AGENT  
SERVER) &  
EXECUTION BY  
BROWSER

DYNAMICALLY  
WRITTEN  
APPLET  
TAGS

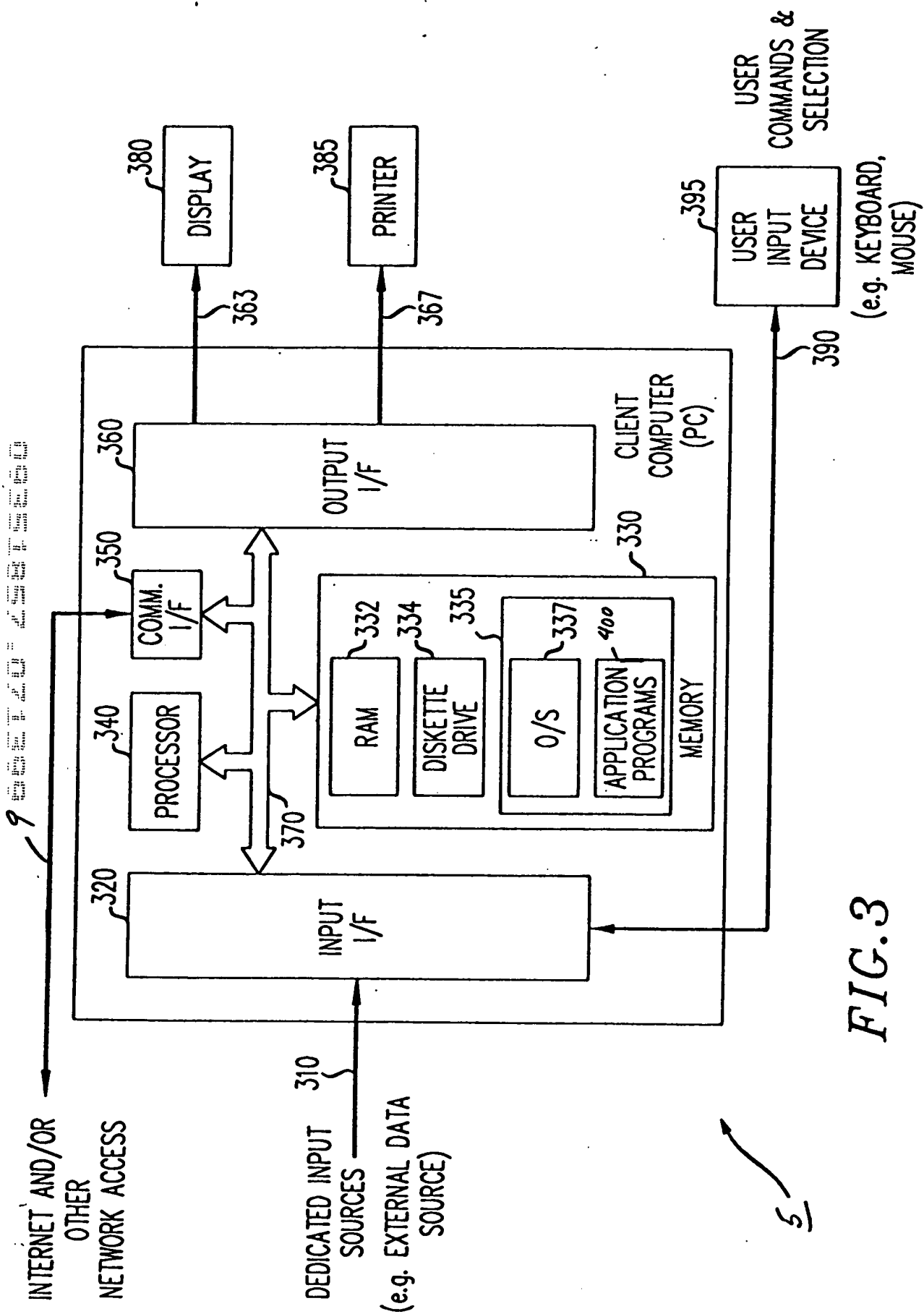


FIG. 3

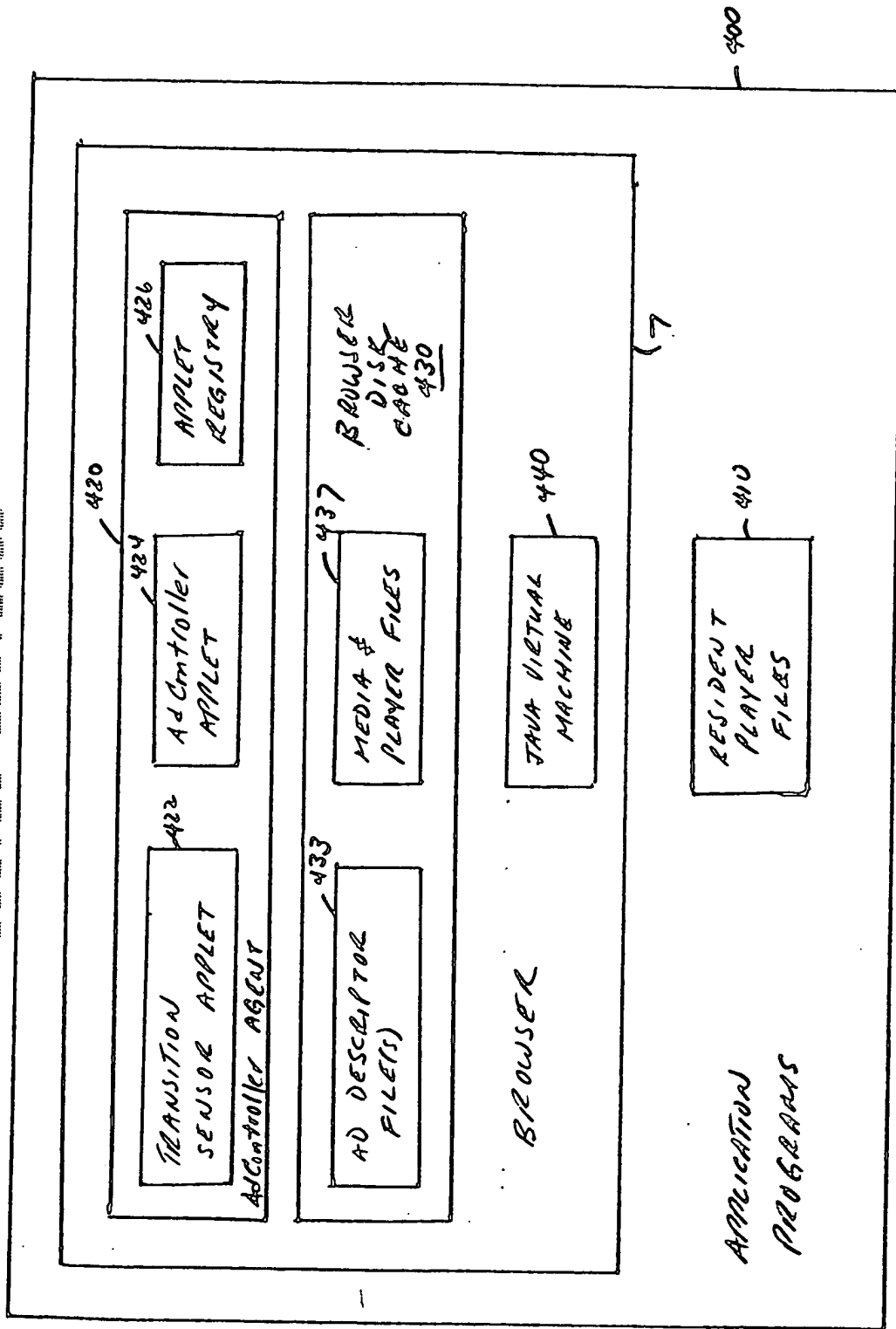


FIG. 4



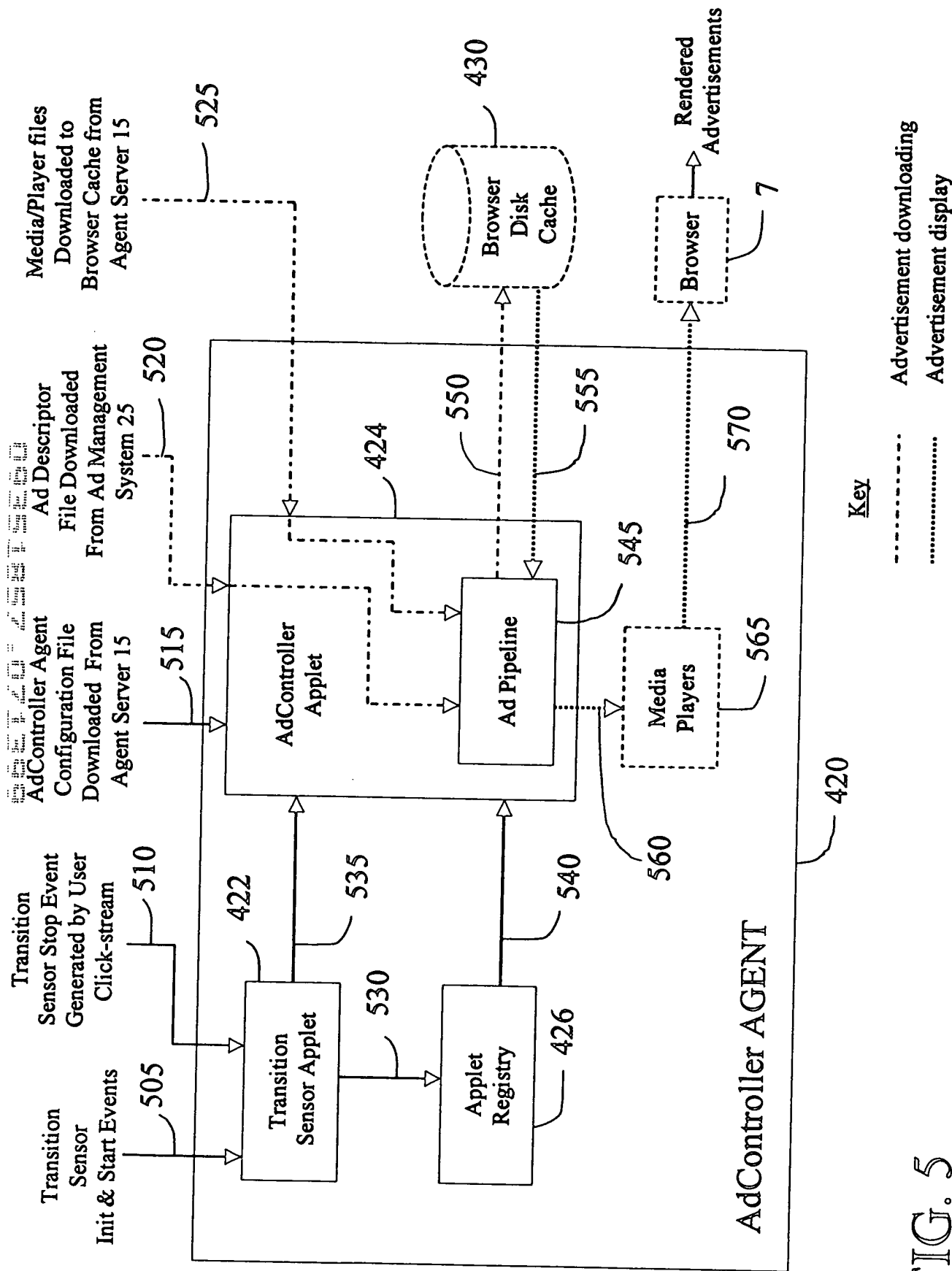


FIG. 5

FIG. 6A

# AdController AGENT Processing

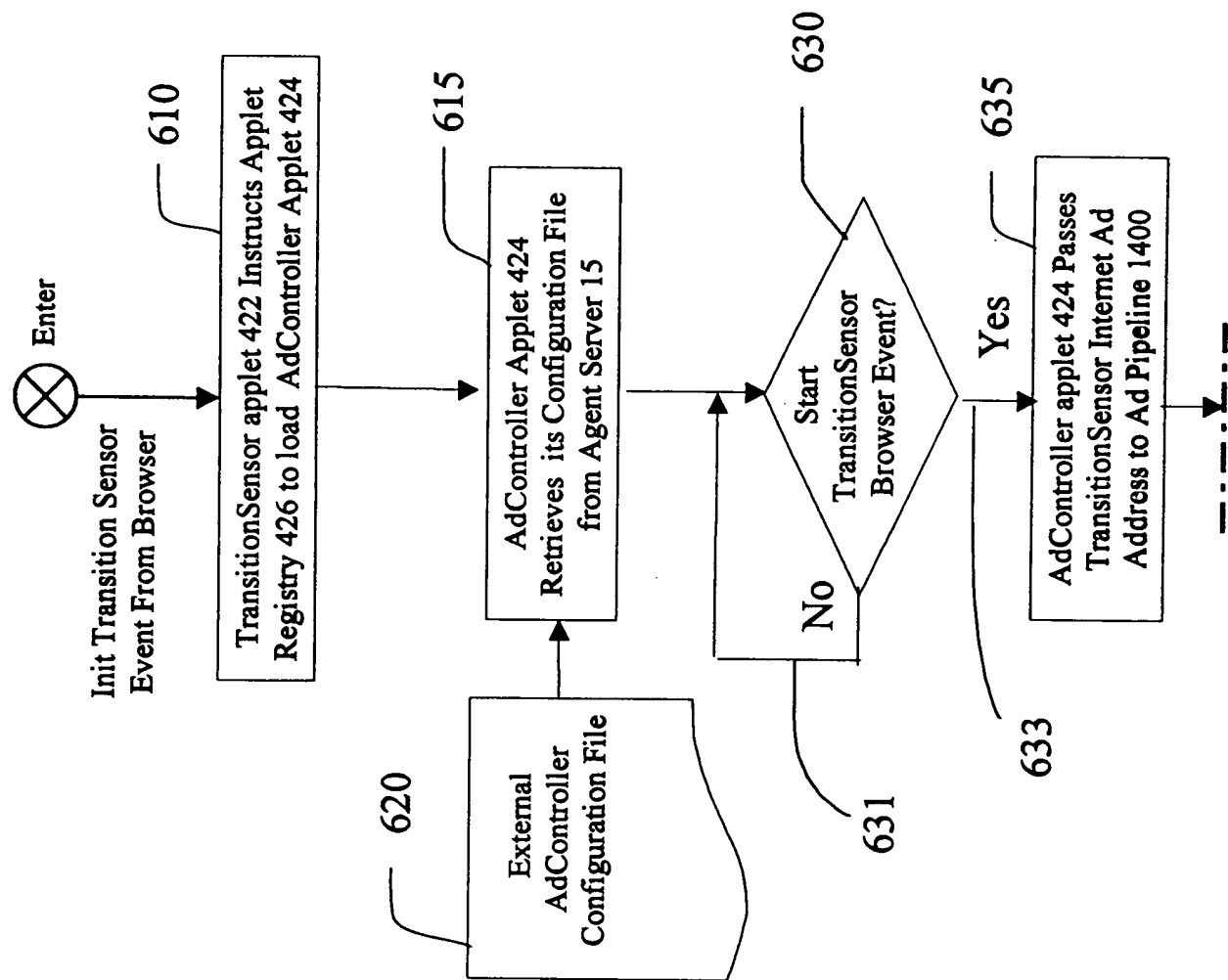


FIG. 6B

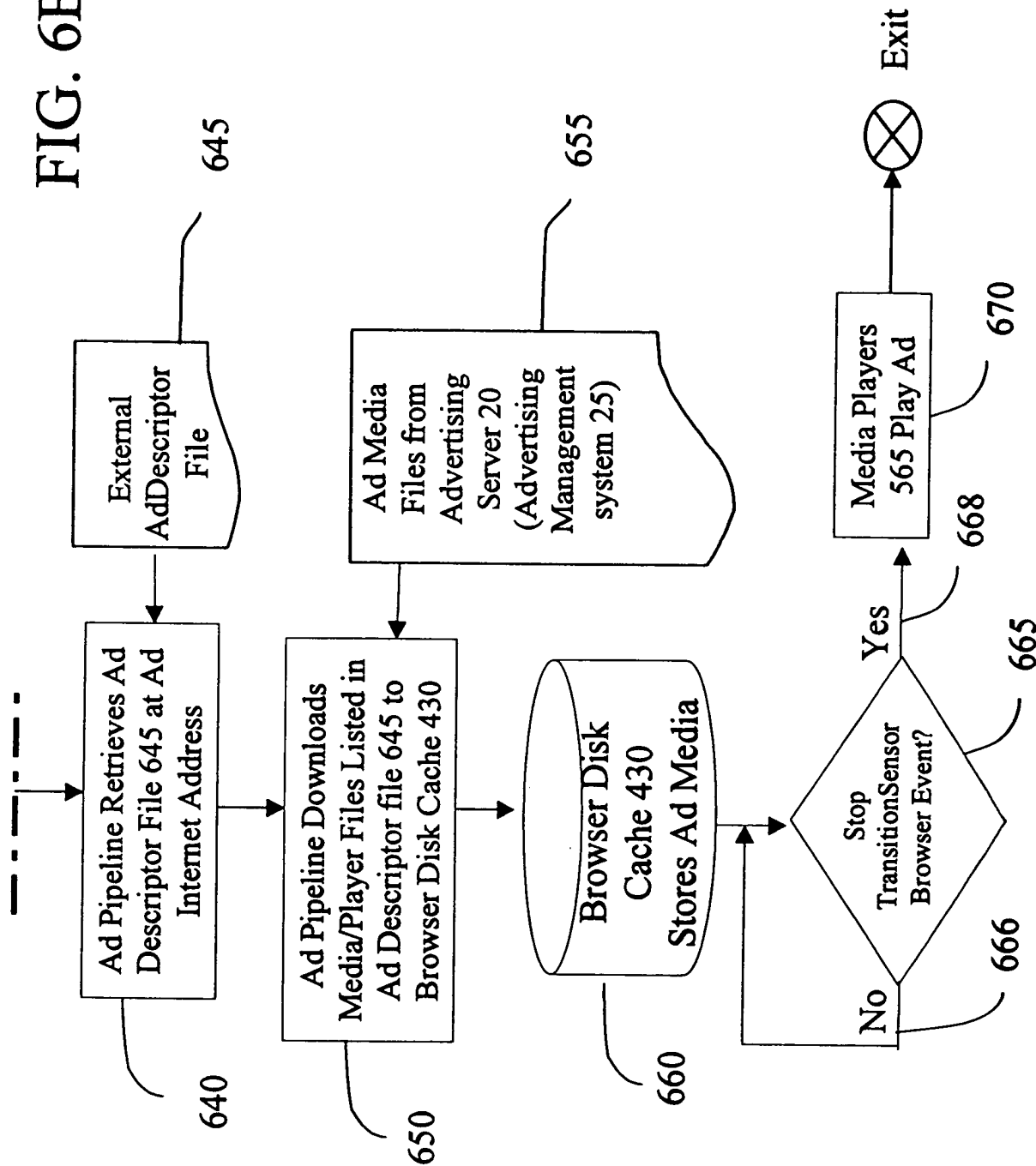


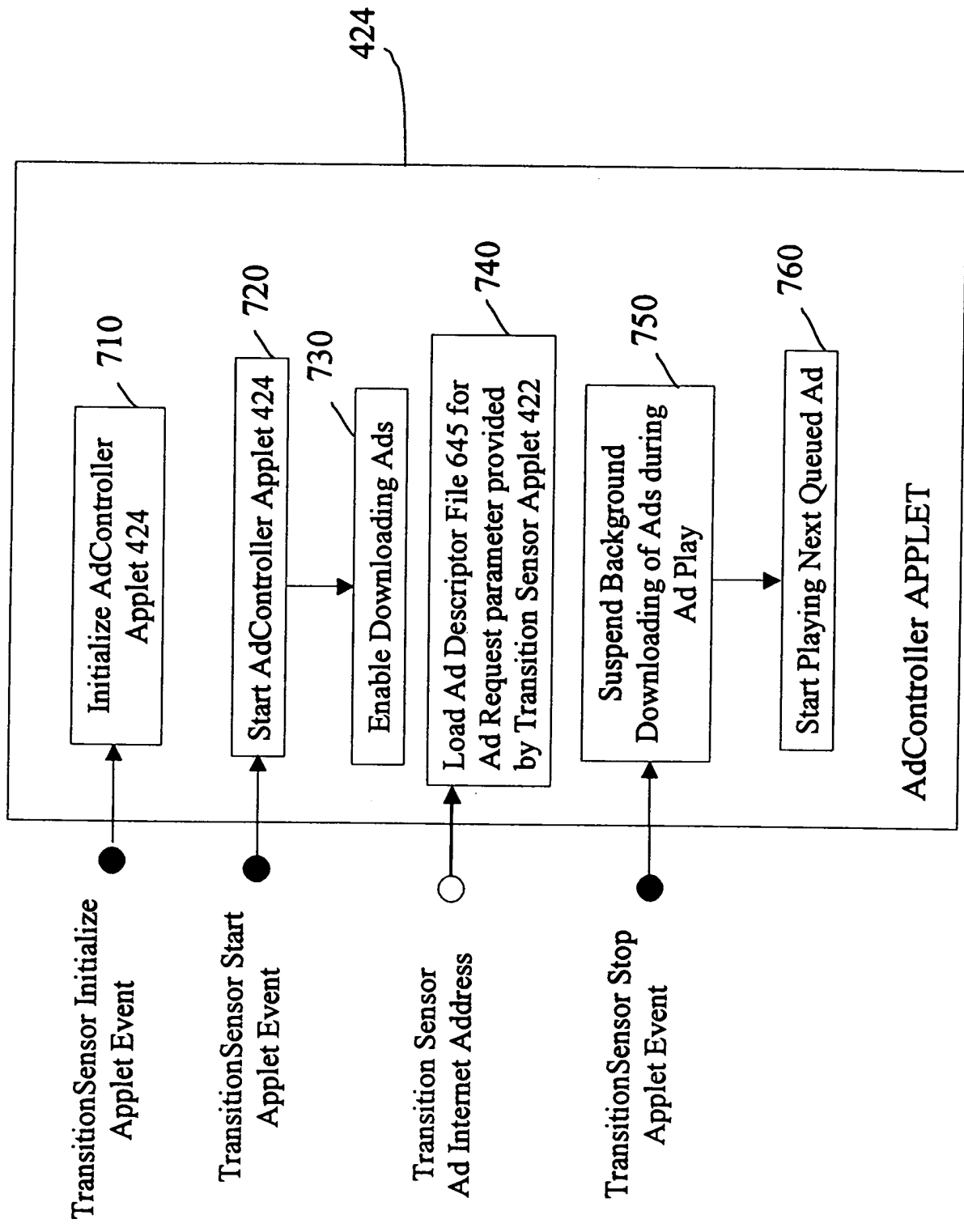
FIG. 6A

FIG. 6B

FIG. 6

FIG. 7

FIG. 7



# FIG. 8

## AdController APPLET Processing

800

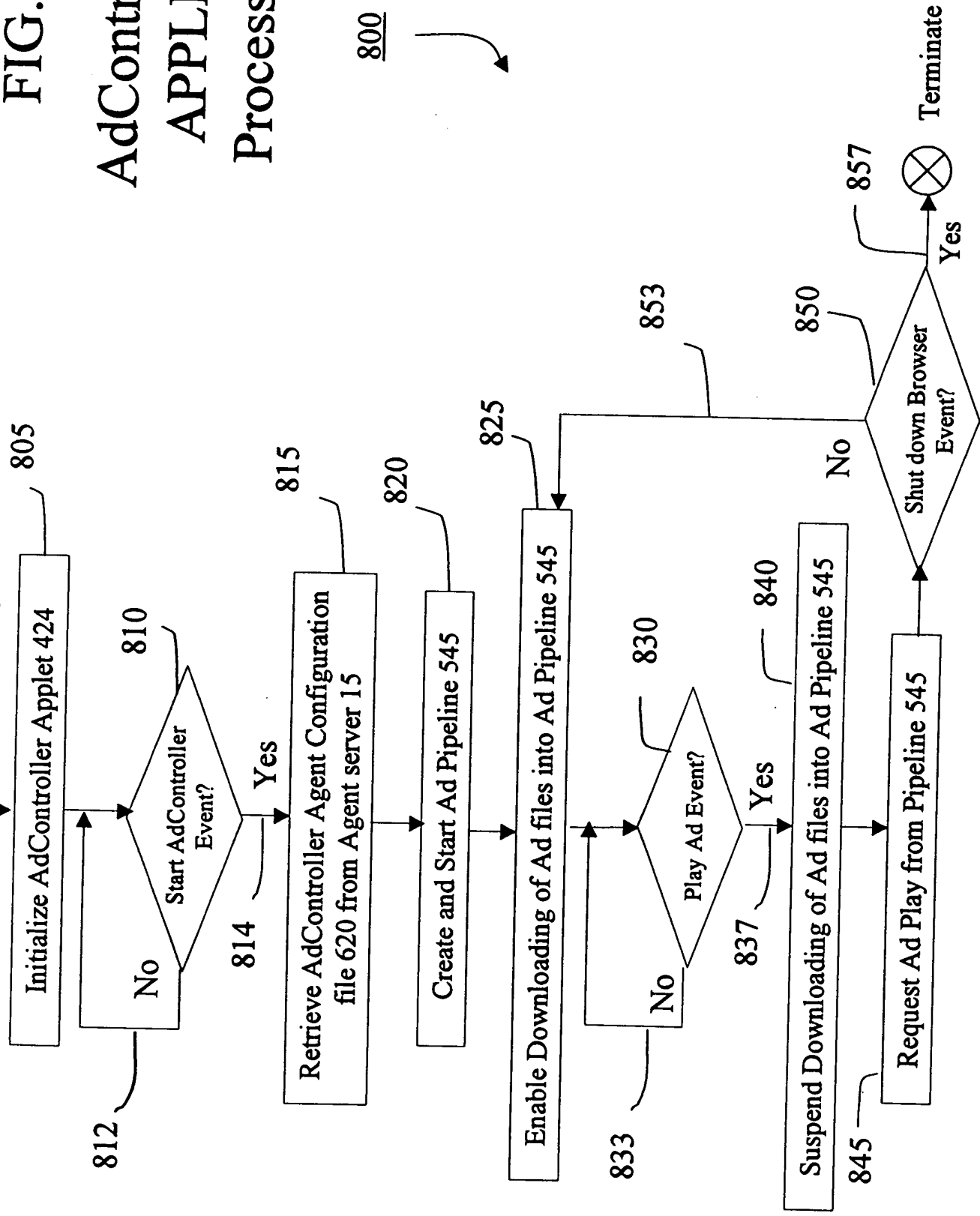
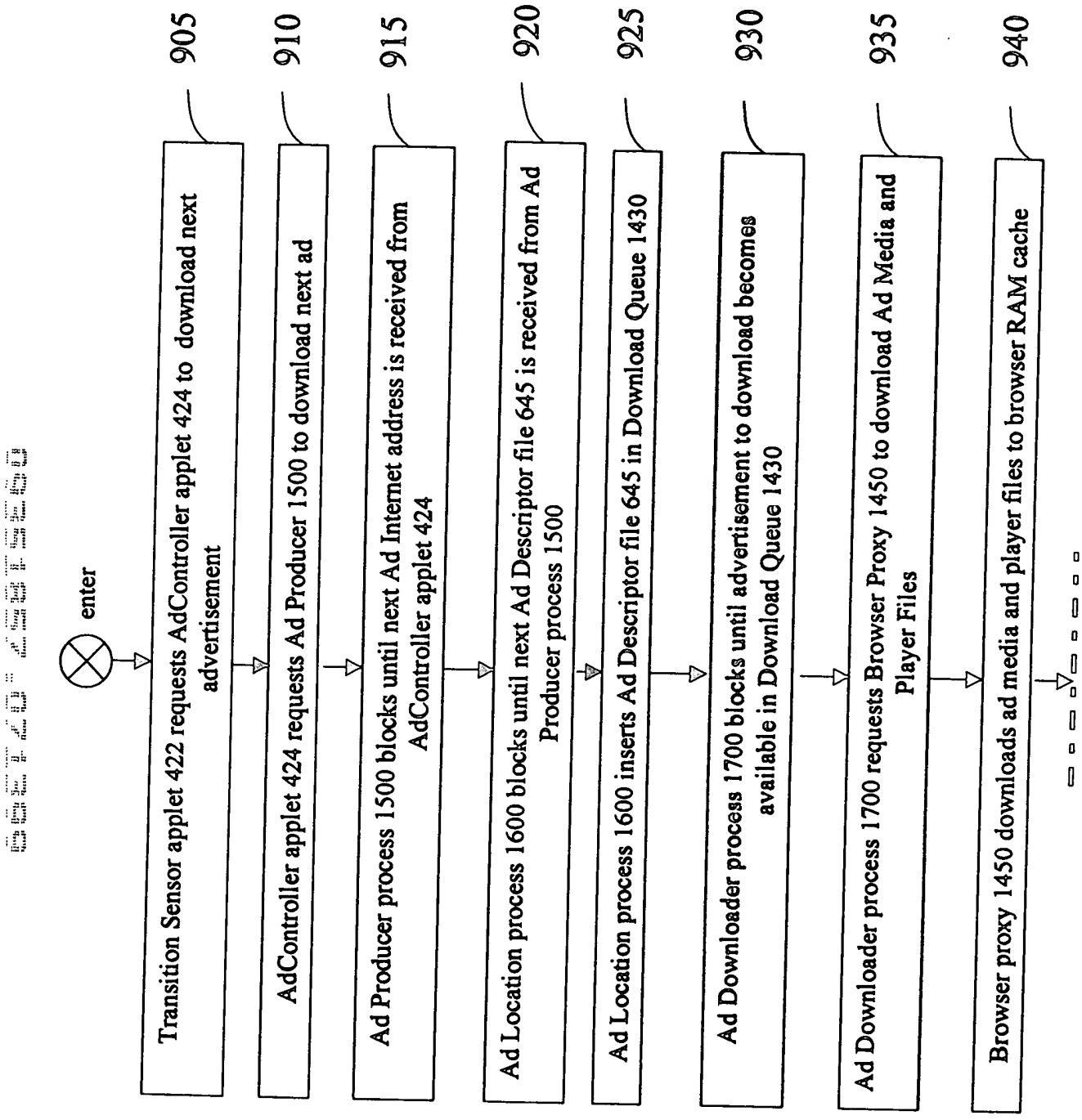


FIG. 9A



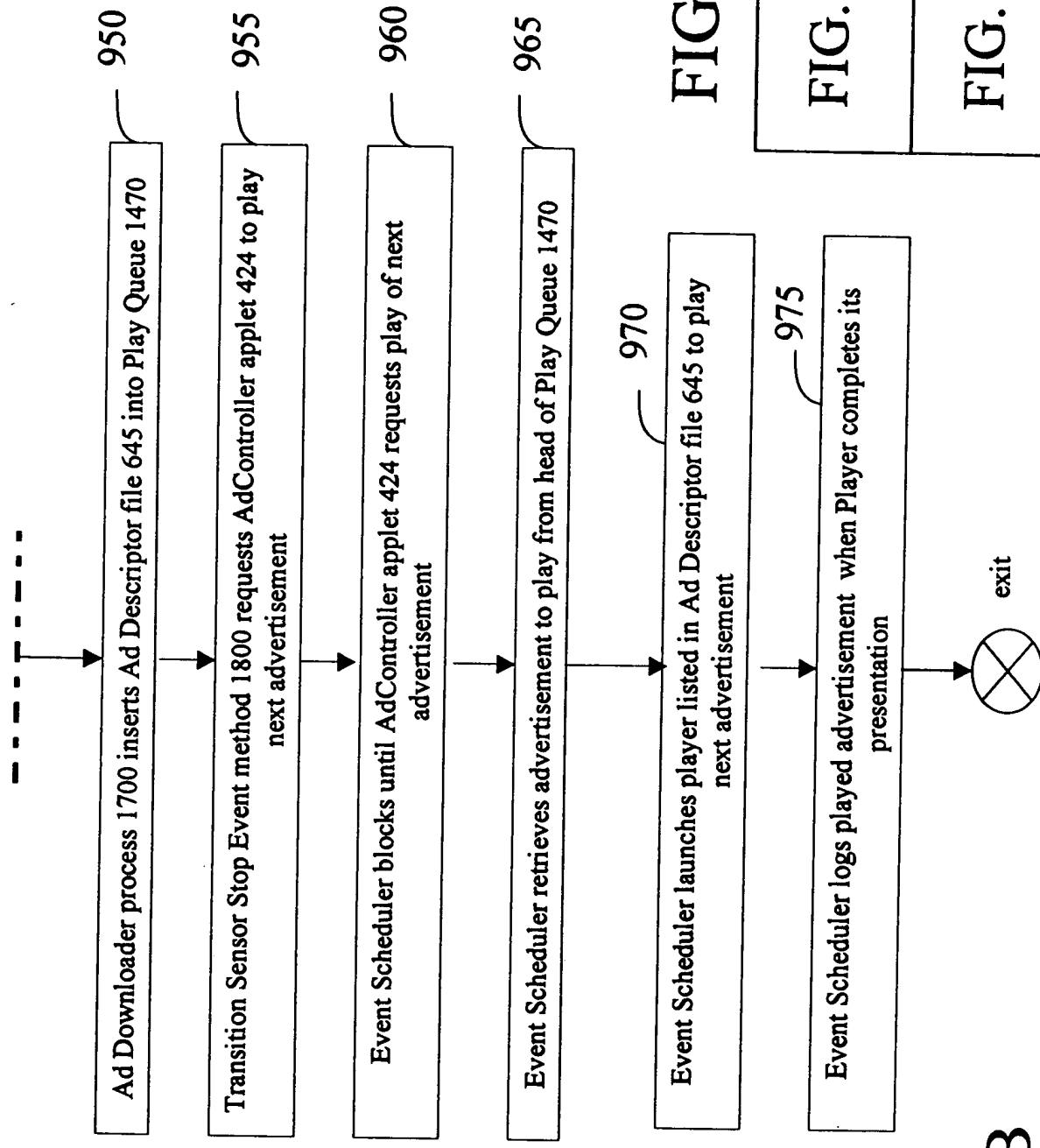


FIG. 9B

FIG. 9

FIG. 9A

FIG. 9B

BROWSER  
HTML  
COMPIATION  
&  
EXECUTION

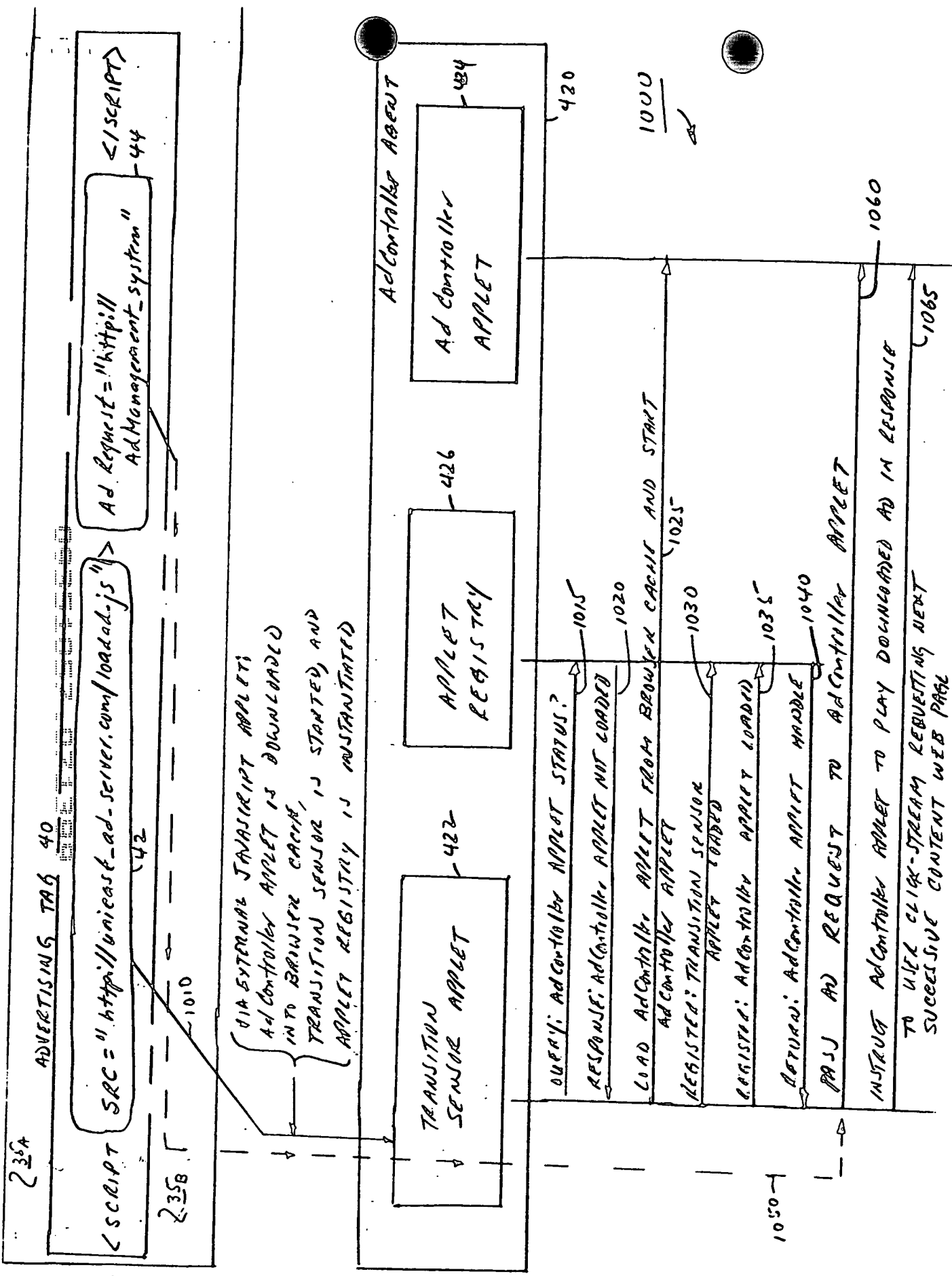
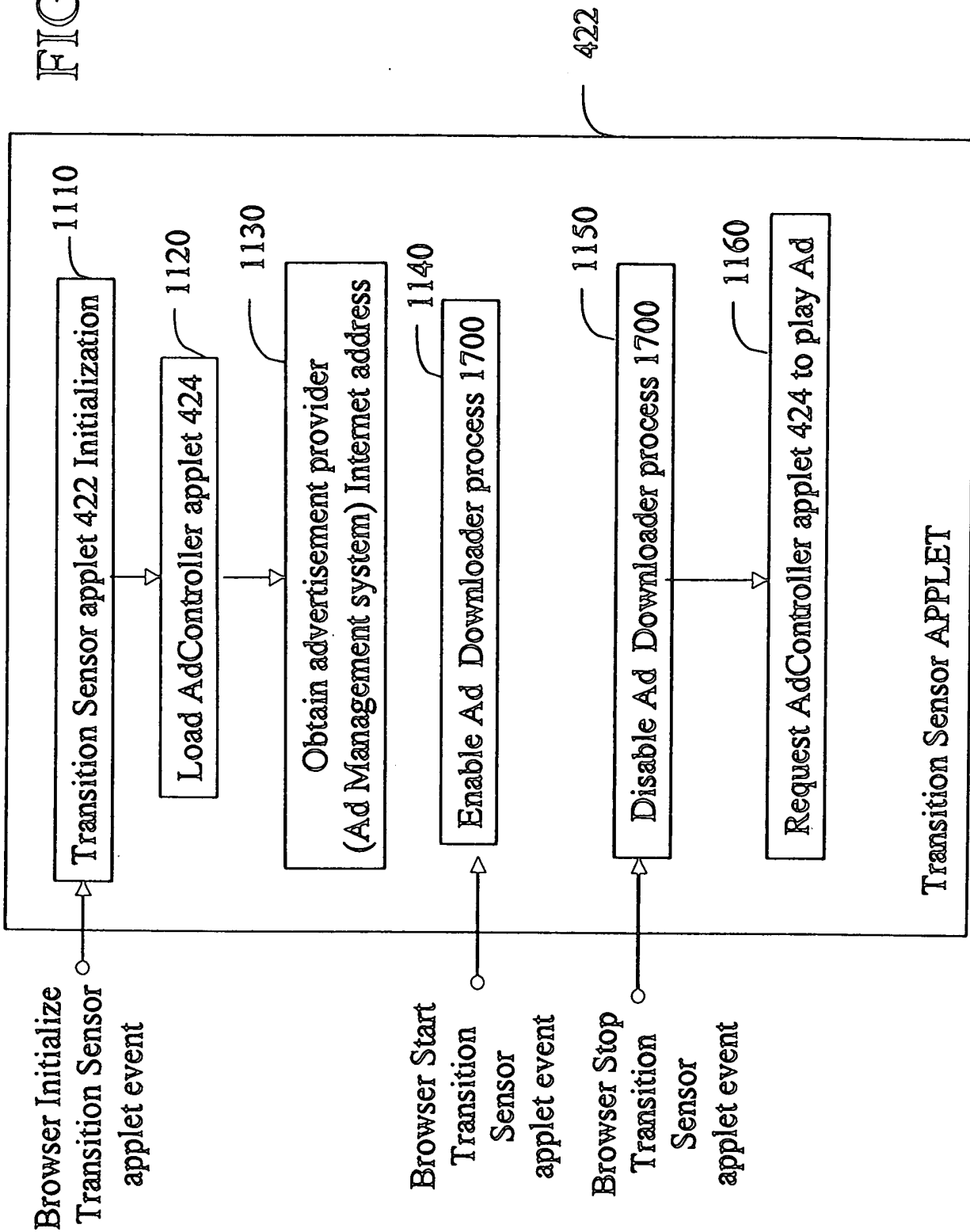


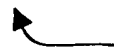


FIG. 11

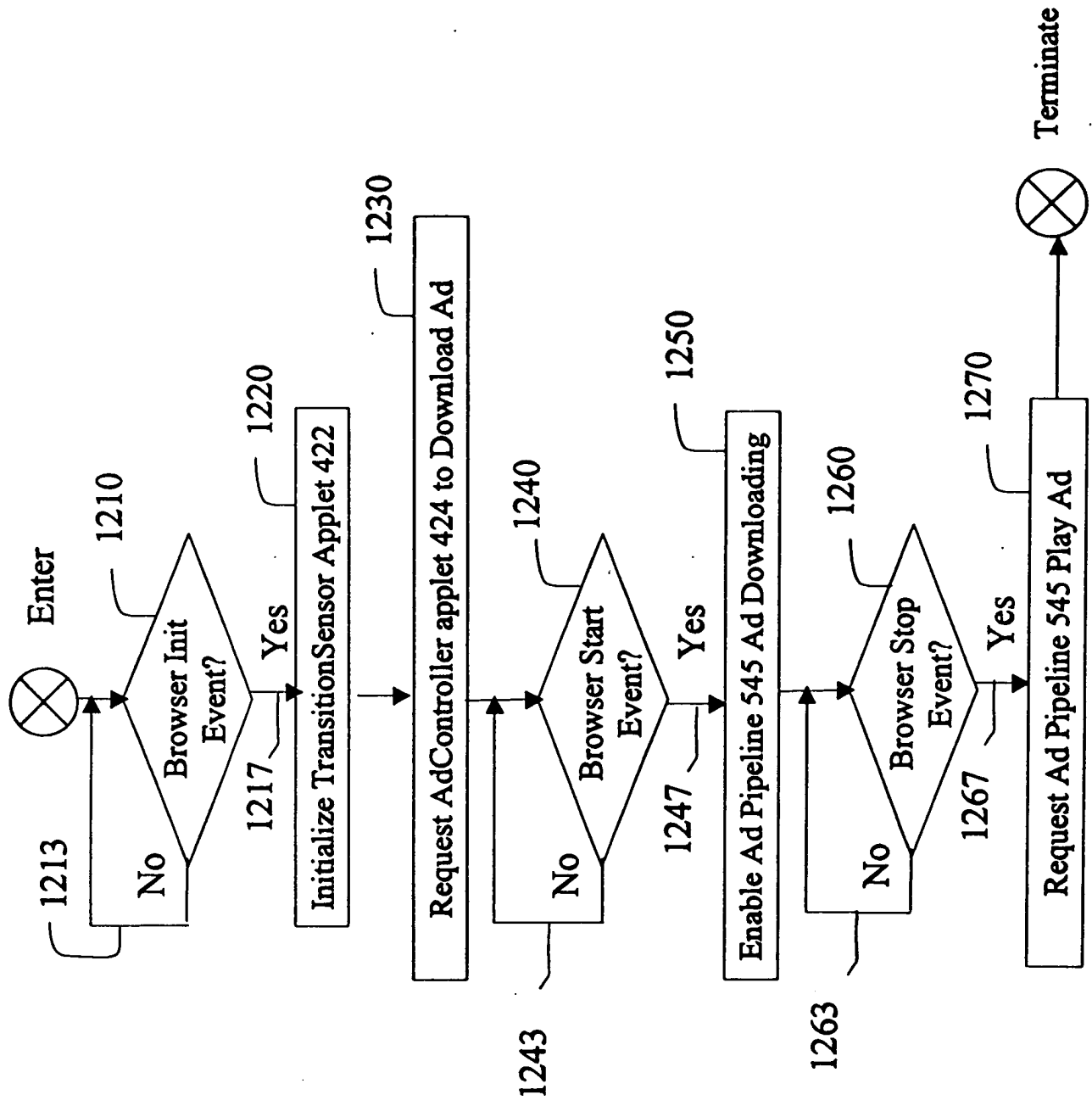


# FIG. 12

## Transition Sensor APPLET Processing



1200



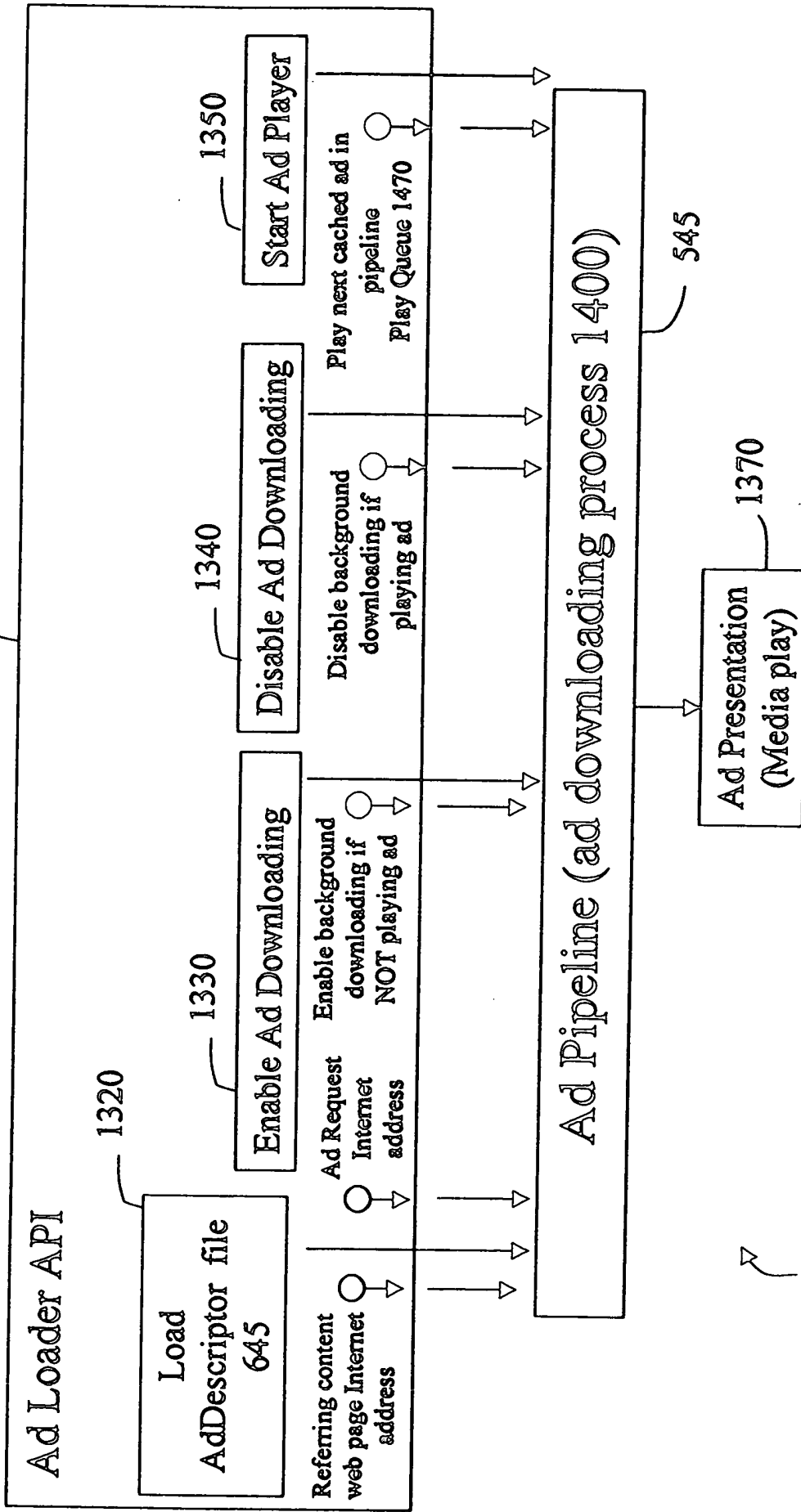
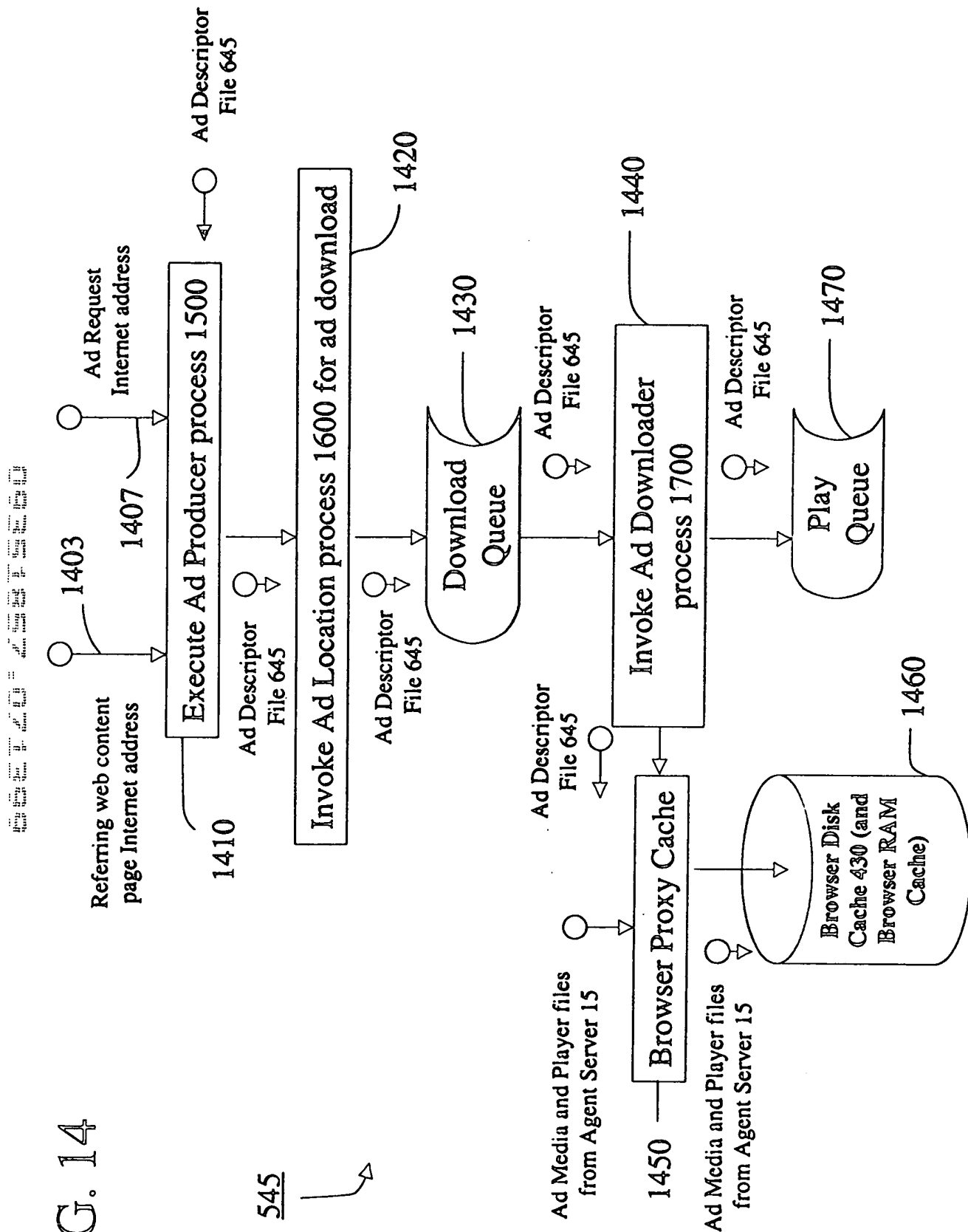


FIG. 13

FIG. 14



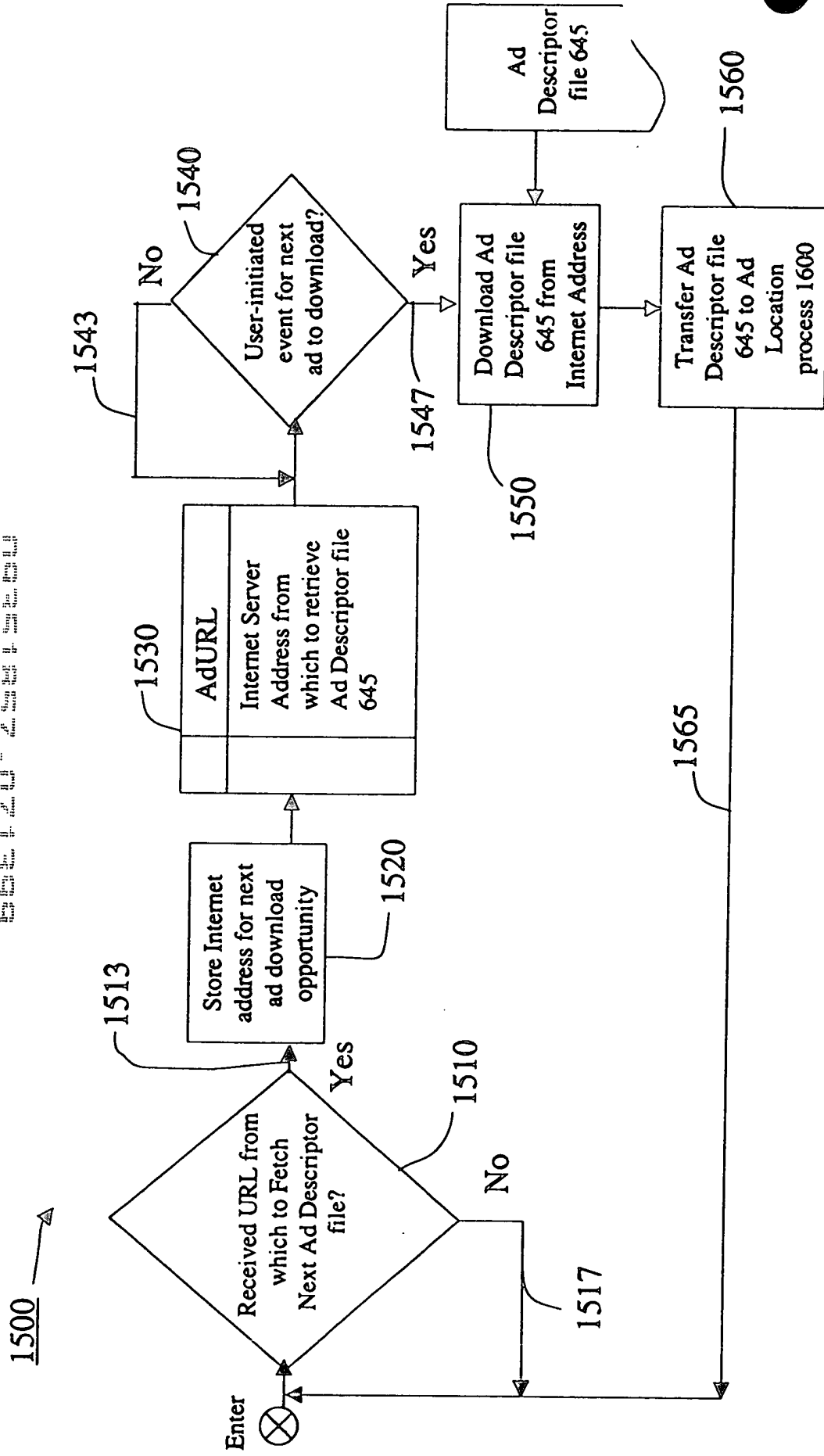
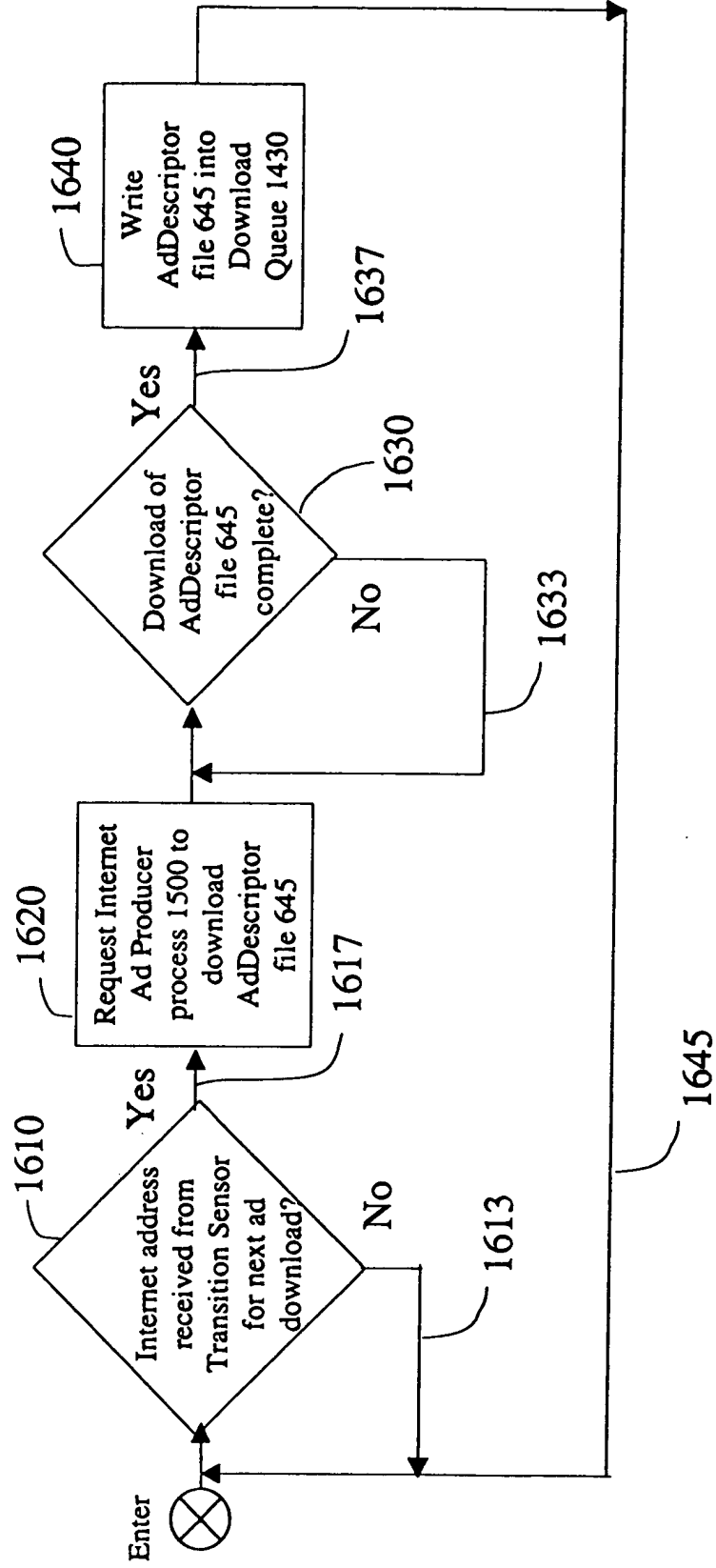


FIG. 15 - Ad Producer Process

FIG. 16 - Ad Location Process

1600



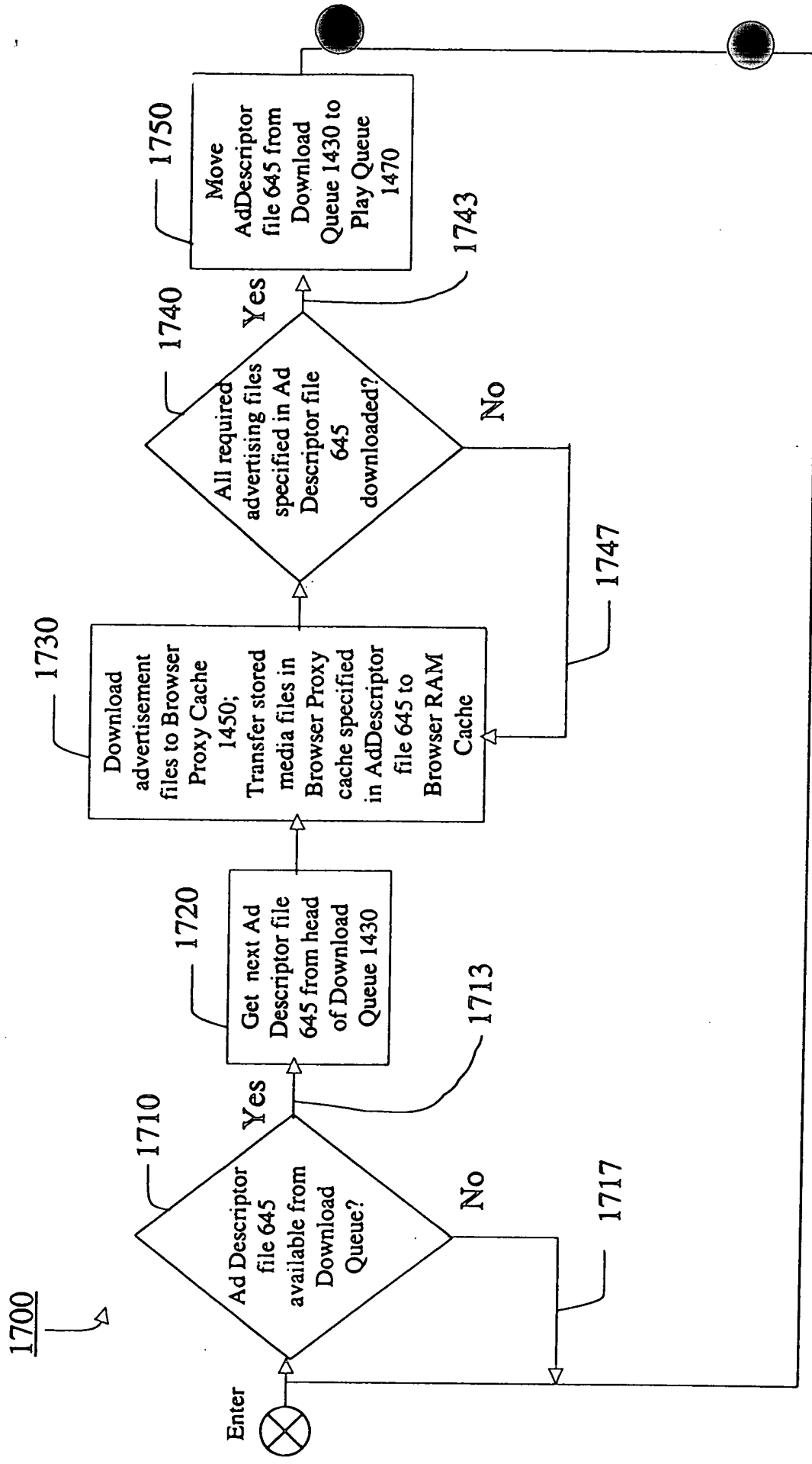


FIG. 17 - Ad Downloader Process

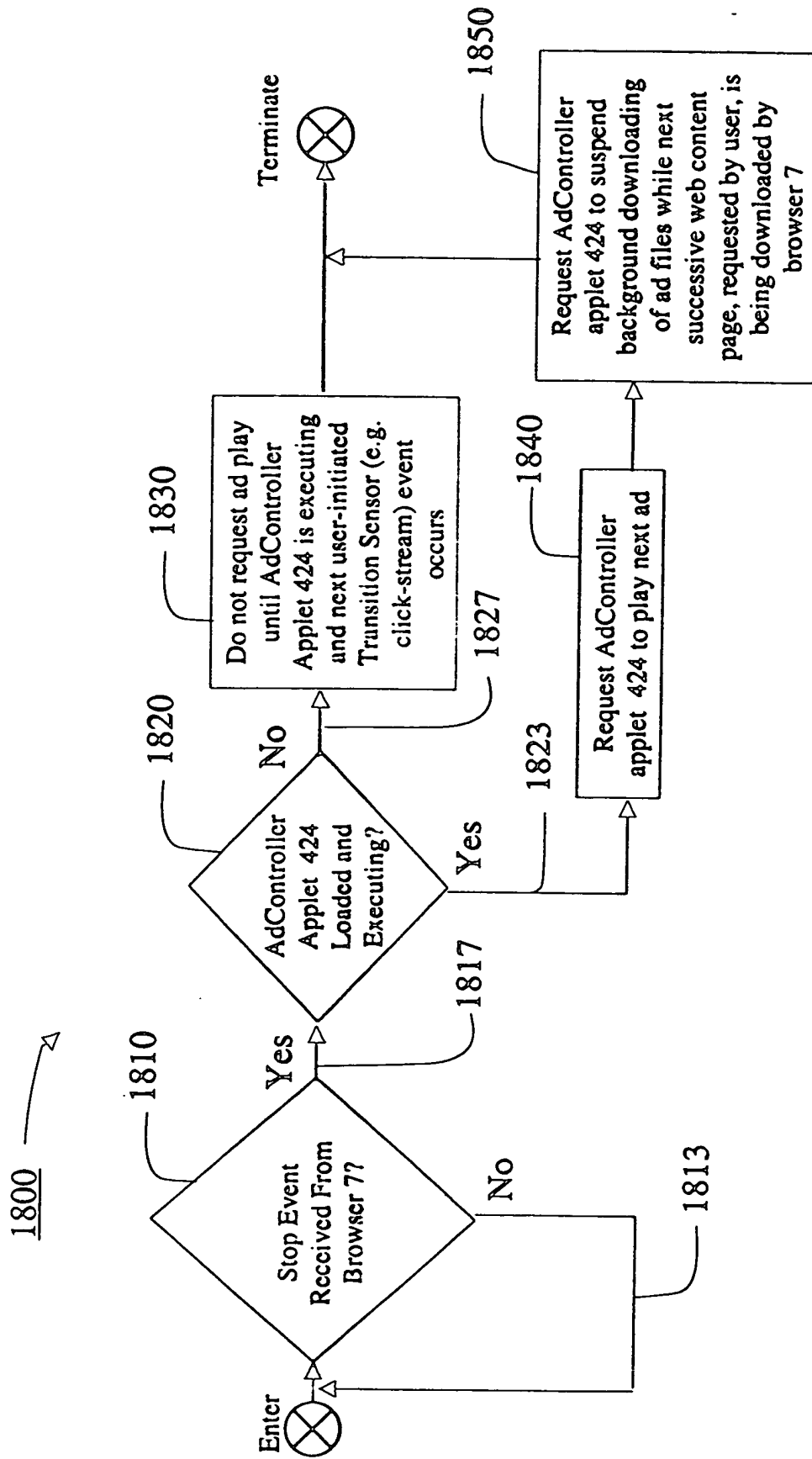


FIG. 18 - Transition Sensor Stop Method



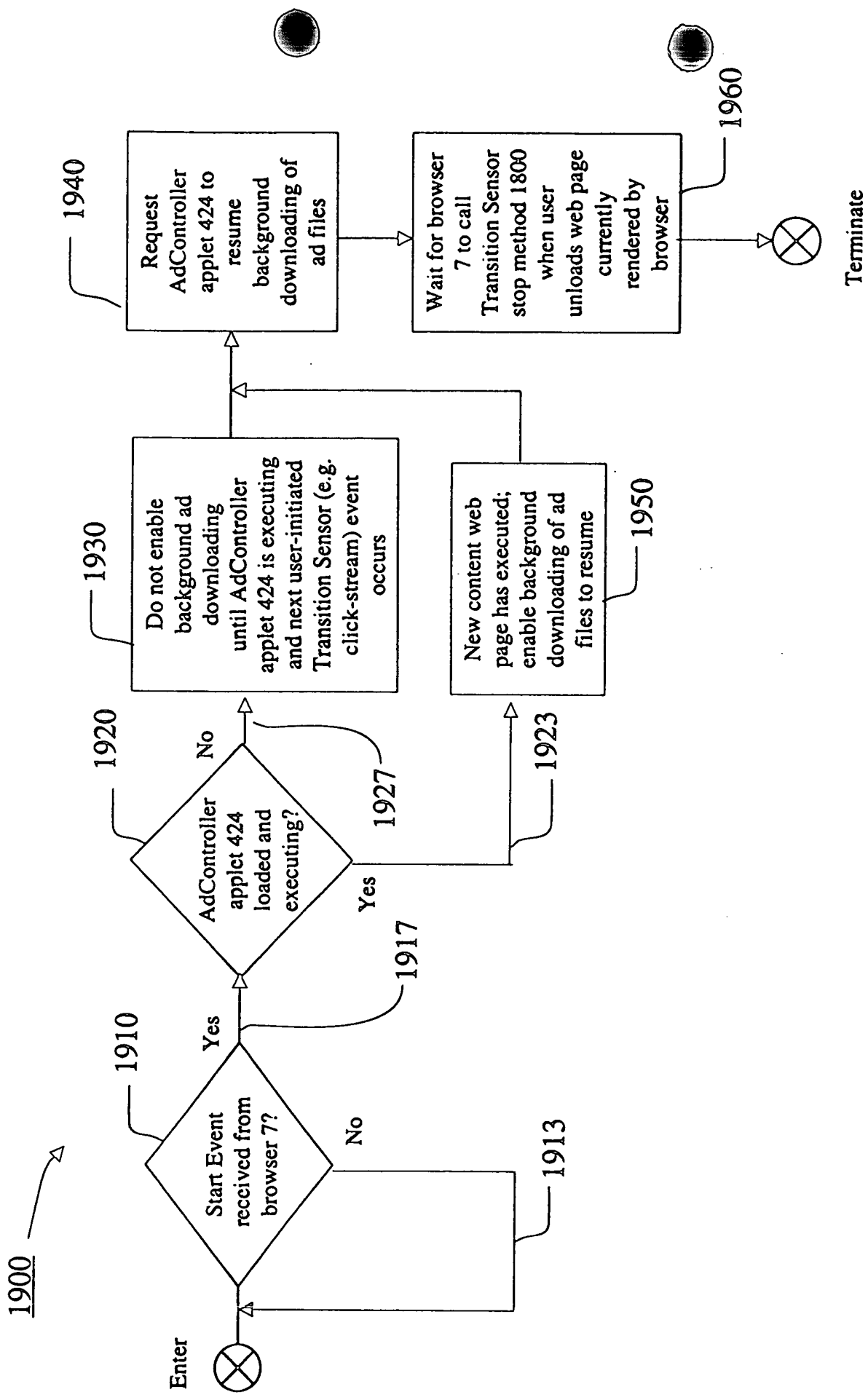


FIG. 19 - Transition Sensor Start Method

**# Section 1 - Applet Player Java Class Configuration**

playerName=AppletViewerPopup  
playerClass=com.unicast.adcontroller.players.AppletViewerPopup

**# Section 2 - Ad Java Classes Configuration**

AppletViewerPopup.adAppletName=ANM\_AnimationLoaderApplet  
AppletViewerPopup.adAppletClass=  
com.pointcast.applets.AnimationApplet.ANM\_AnimationLoaderApplet

**# Section 3 - Player Execution Configuration**

AppletViewerPopup.windowTitle=AdController PointCast Ad  
AppletViewerPopup.playerRefreshRate=1000  
AppletViewerPopup.allowExit=true  
AppletViewerPopup.xPosition=50  
AppletViewerPopup.yPosition=50  
AppletViewerPopup.windowWidth=280  
AppletViewerPopup.windowHeight=355  
AppletViewerPopup.isResizable=false  
AppletViewerPopup.secondsWindowIsOpen=180  
AppletViewerPopup.secondsToOverlay=1  
AppletViewerPopup.closeButtonLabel=Close  
AppletViewerPopup.openButtonLabel=More Info  
AppletViewerPopup.saveButtonLabel=Save  
AppletViewerPopup.openURL=http://www.pointcast.com/

**# Section 4 - Ad Applet Configuration**

**# A. Ad Applet DocumentBase**

AppletViewerPopup.ANM\_AnimationLoaderApplet.documentBase=  
http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/

**# B. Ad Applet Parameters**

AppletViewerPopup.ANM\_AnimationLoaderApplet.AdToPlay=deepsea.anm  
AppletViewerPopup.ANM\_AnimationLoaderApplet.AltImage=test.gif  
AppletViewerPopup.ANM\_AnimationLoaderApplet.MaxCycles=5  
AppletViewerPopup.ANM\_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/  
AppletViewerPopup.ANM\_AnimationLoaderApplet.TargetFrame=\_top  
AppletViewerPopup.ANM\_AnimationLoaderApplet.BorderWidth=2  
AppletViewerPopup.ANM\_AnimationLoaderApplet.BorderType=Standard

**# C. Ad Applet MediaList**

AppletViewerPopup.ANM\_AnimationLoaderApplet.mediaURLList=new  
AppletViewerPopup.ANM\_AnimationLoaderApplet.mediaURLList.size=2  
AppletViewerPopup.ANM\_AnimationLoaderApplet.mediaURLList.element0=deepsea.anm  
AppletViewerPopup.ANM\_AnimationLoaderApplet.mediaURLList.element1=animApplet.jar

**FIG 20 - ILLUSTRATIVE AD DESCRIPTOR  
FILE CONTENTS  
FOR A POINTCAST JAVA AD**

FIG. 9A

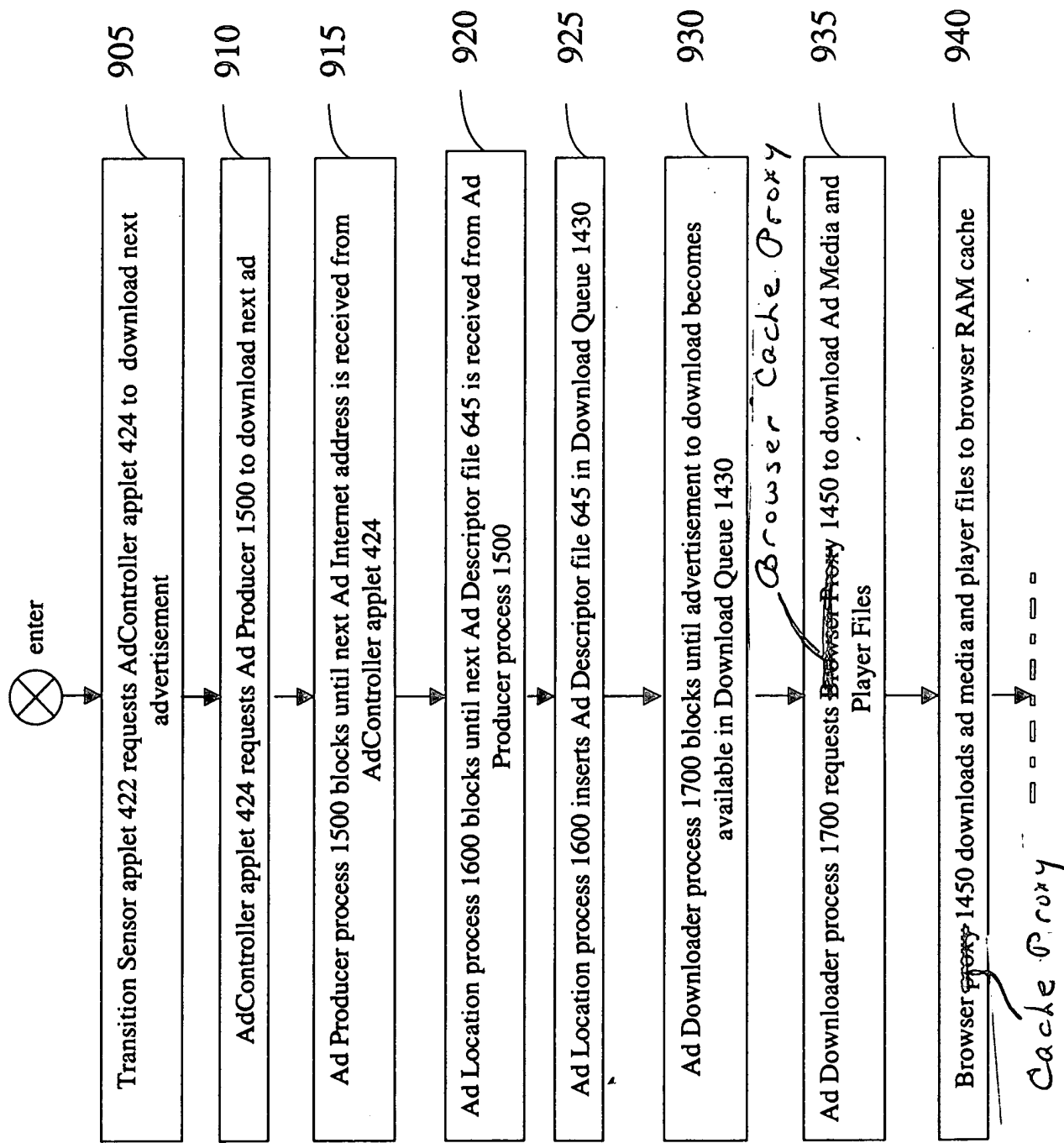


FIG. 14.

